

ABSTRACT OF THE DISCLOSURE

An array of disposable absorbent article configurations is provided comprising a sequence of designs corresponding to a wearer's stages of development. A merchandising system facilitates consumers' selection of an absorbent article configuration by appropriately matching an absorbent article configuration with a particular wearer's stage of development. The system includes indicia exhibiting pictorial representations of the absorbent article configurations fitted to wearer's at corresponding stages of development enabling a consumer to choose the appropriate absorbent article configuration for a particular wearer.